

goetz

Branding Package

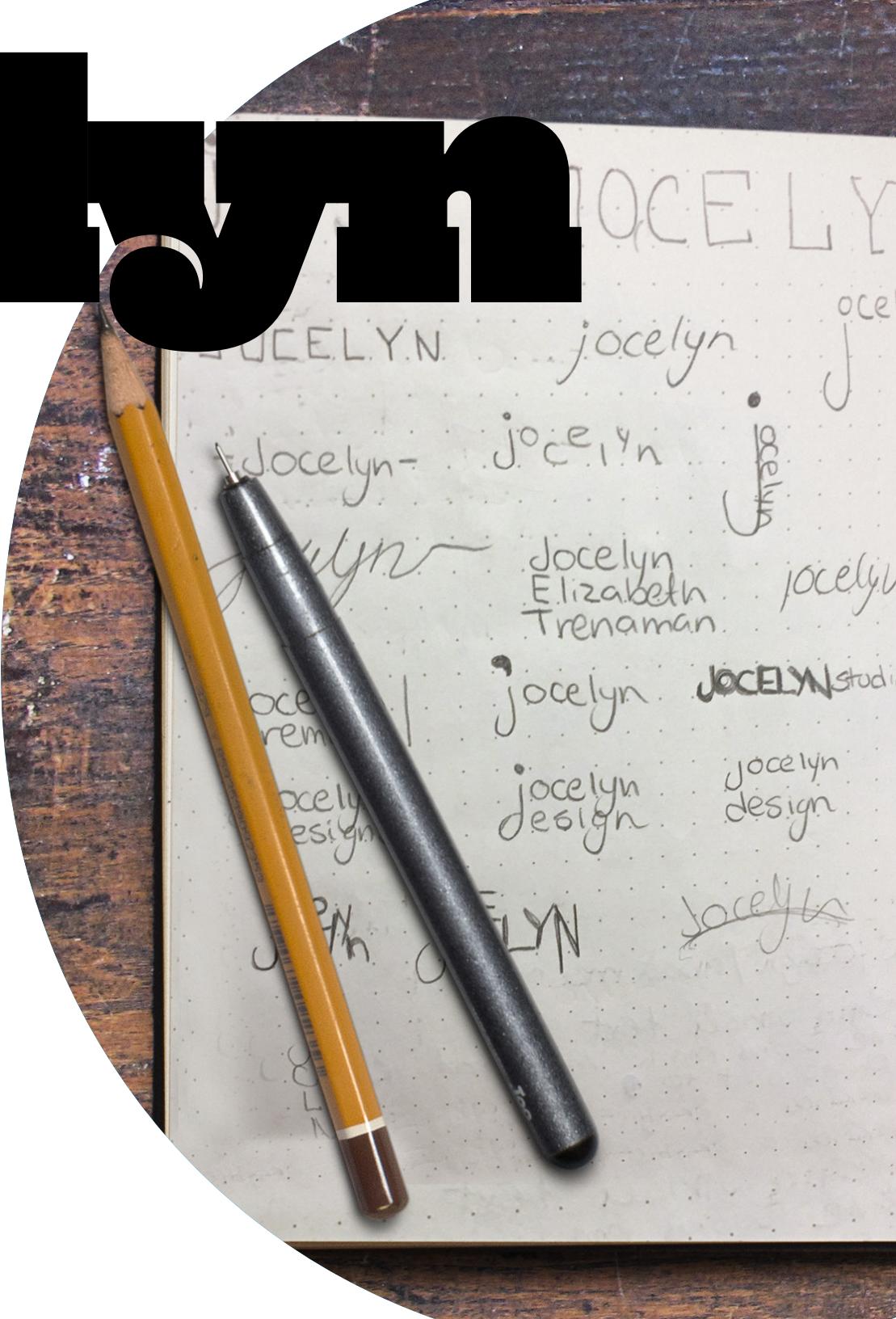
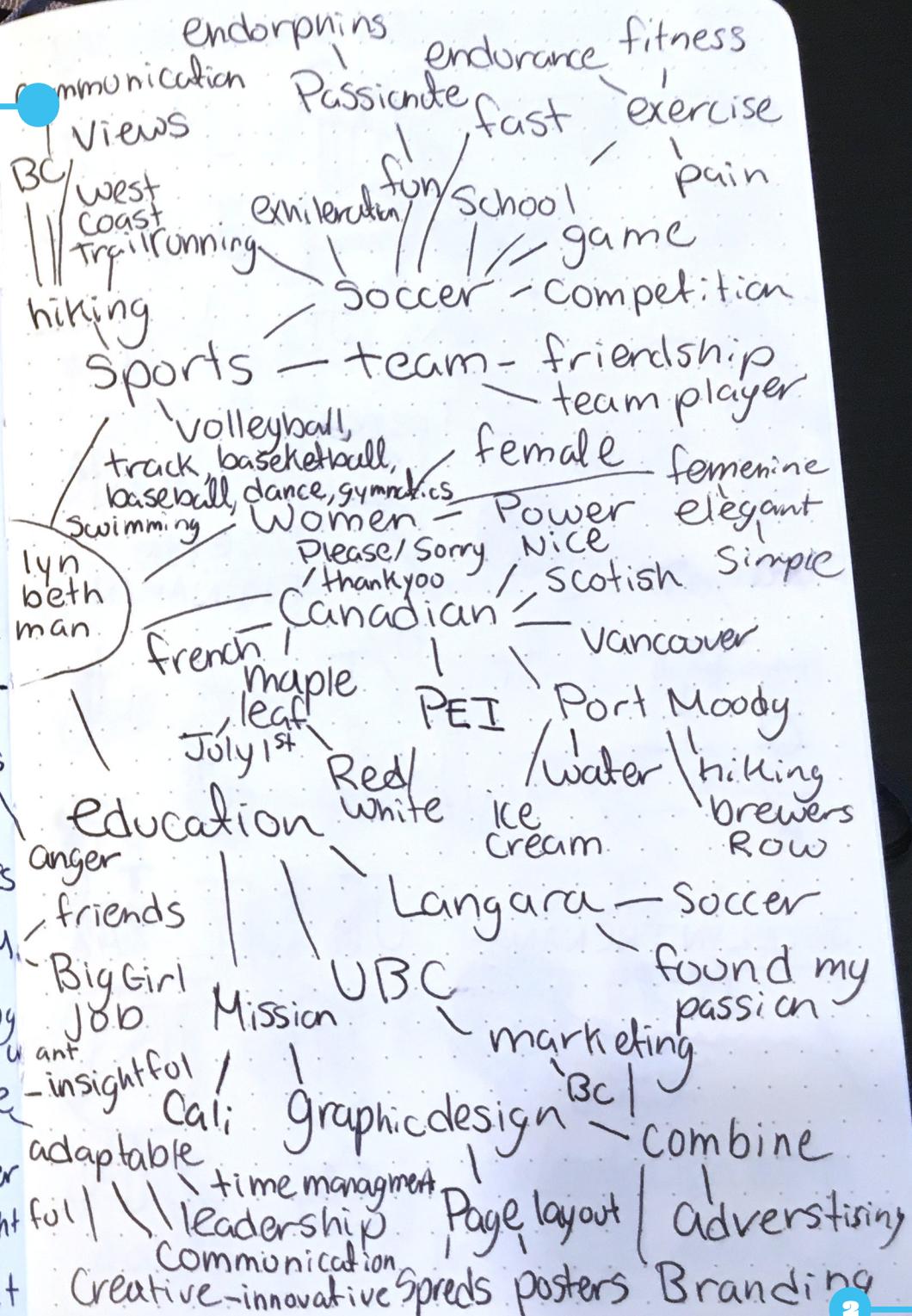
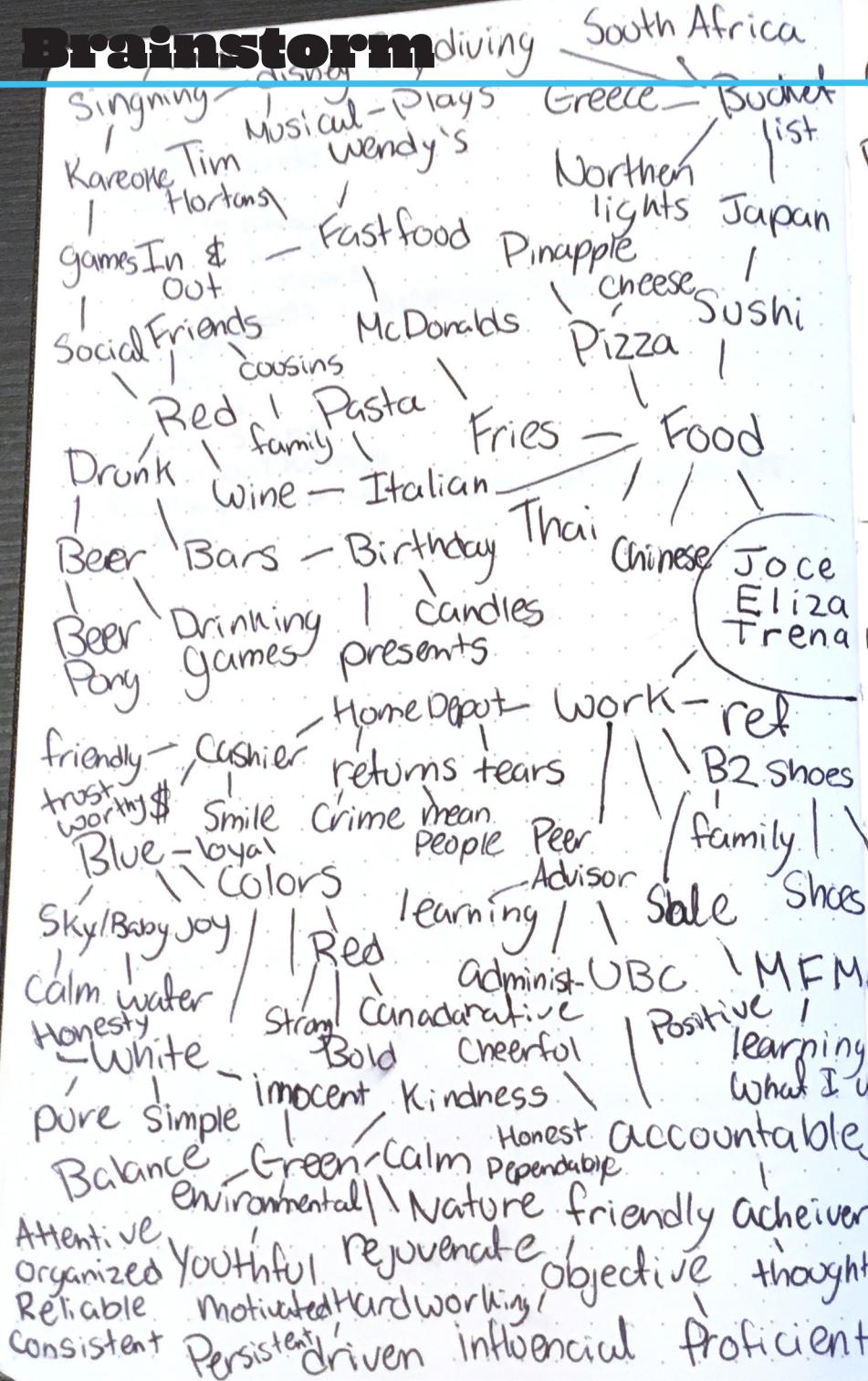


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Brainstorm



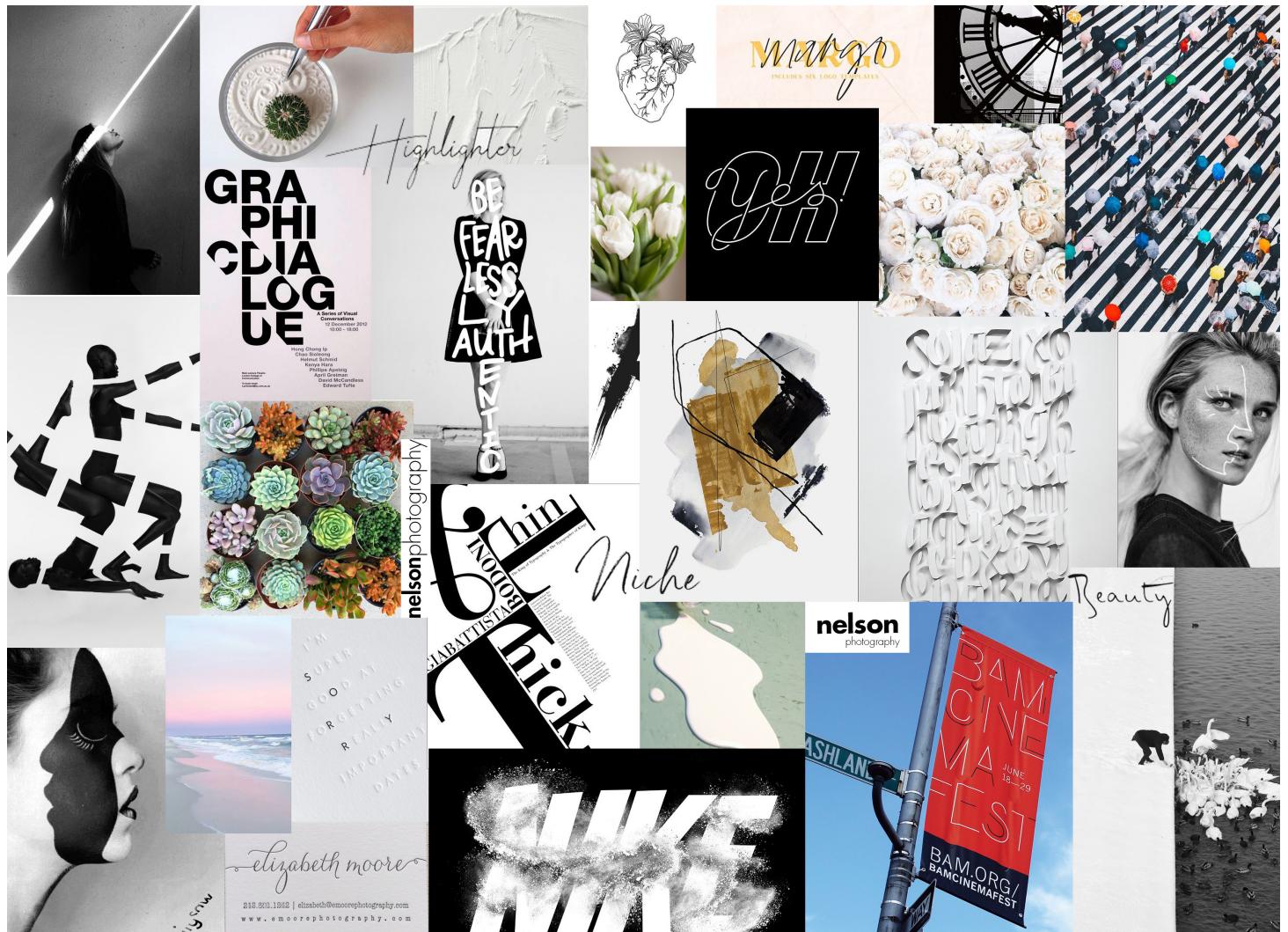
About Me



Branding Statement

I am an **inspiring graphic designer** with strong **interpersonal, time management, and flexible** skills in **marketing, communication, and page layout** who is an **energetic, driven, and friendly creator**

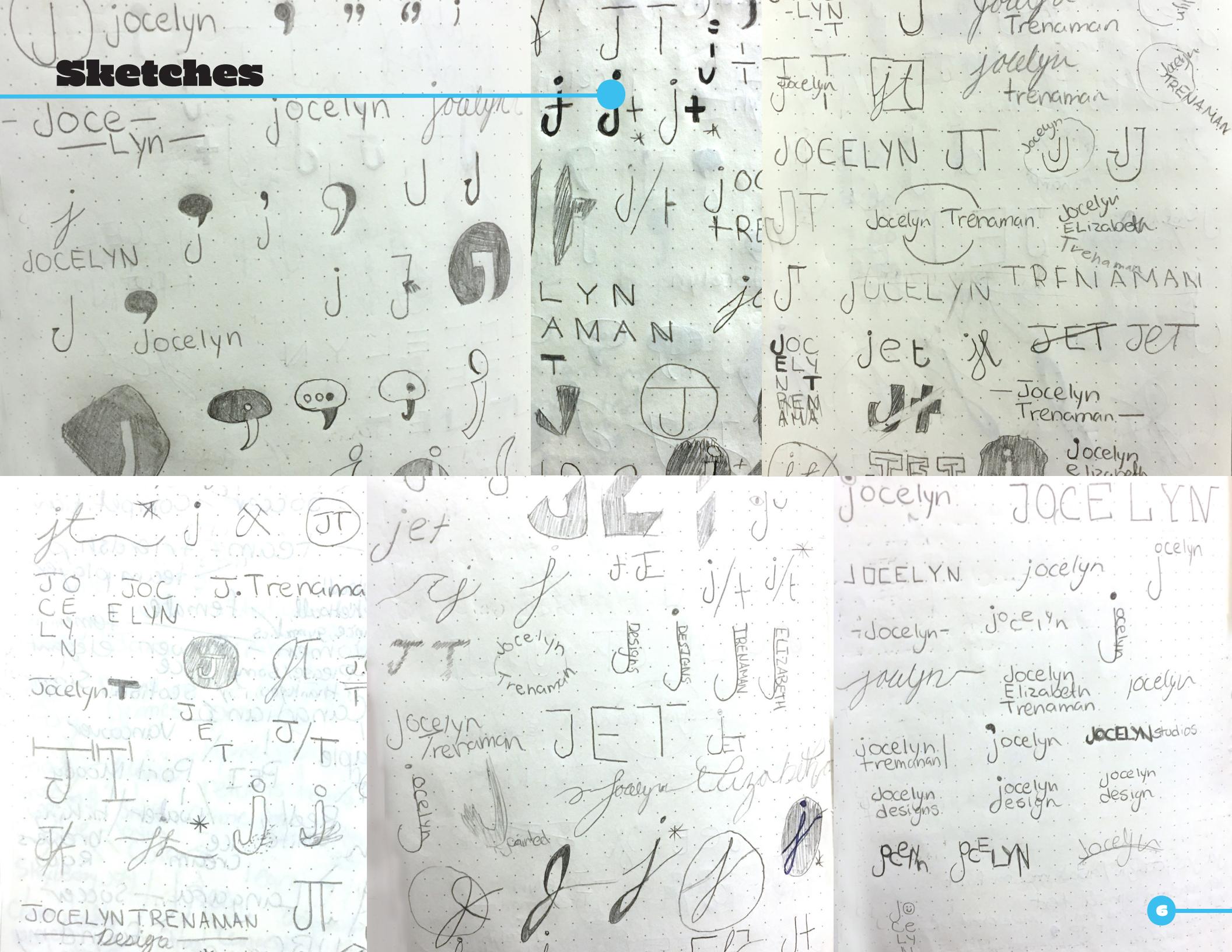
Moodboard



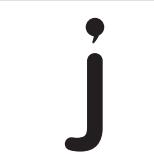
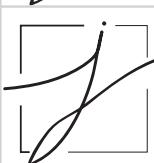
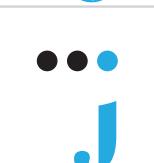
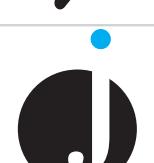
Connection to Self

My mood board reflects my own personal brand through the images, textures, typefaces, and colors. First, the bold and contrasting images representing my youthful career yet wisdom of graphic design. The sharp angles embody my dynamic, energetic, consistent, adaptable and driven work ethic. The succulents, a beautiful yet durable plant, show my resilience and reliability as well as my love for nature. The hand-lettered typefaces express my feminine, friendly, and creative qualities. The focus colors are black, white, gold and blue. These colors were chosen because they symbolize power, purity, positivity, courage, wisdom, professionalism, loyalty, stability and confidence.

Sketches



Line Art

	A	B	C	D	E	F	G
1						jocelyn desings	jocelyn designs
2						<i>jocelyn</i> designs	jocelyn desings
3						jocelyn designs	jocelyn desings
4					jocelyn DESIGNS	jocelyn designs	jocelyn DESIGNS
5					jocelyn desings	jocelyn designs	jocelyn
6					jocelyn desings	jocelyn	jocelyn
7					jocelyn desings	<i>jocelyn</i>	jocelyn
8						jocelyn	jocelyn

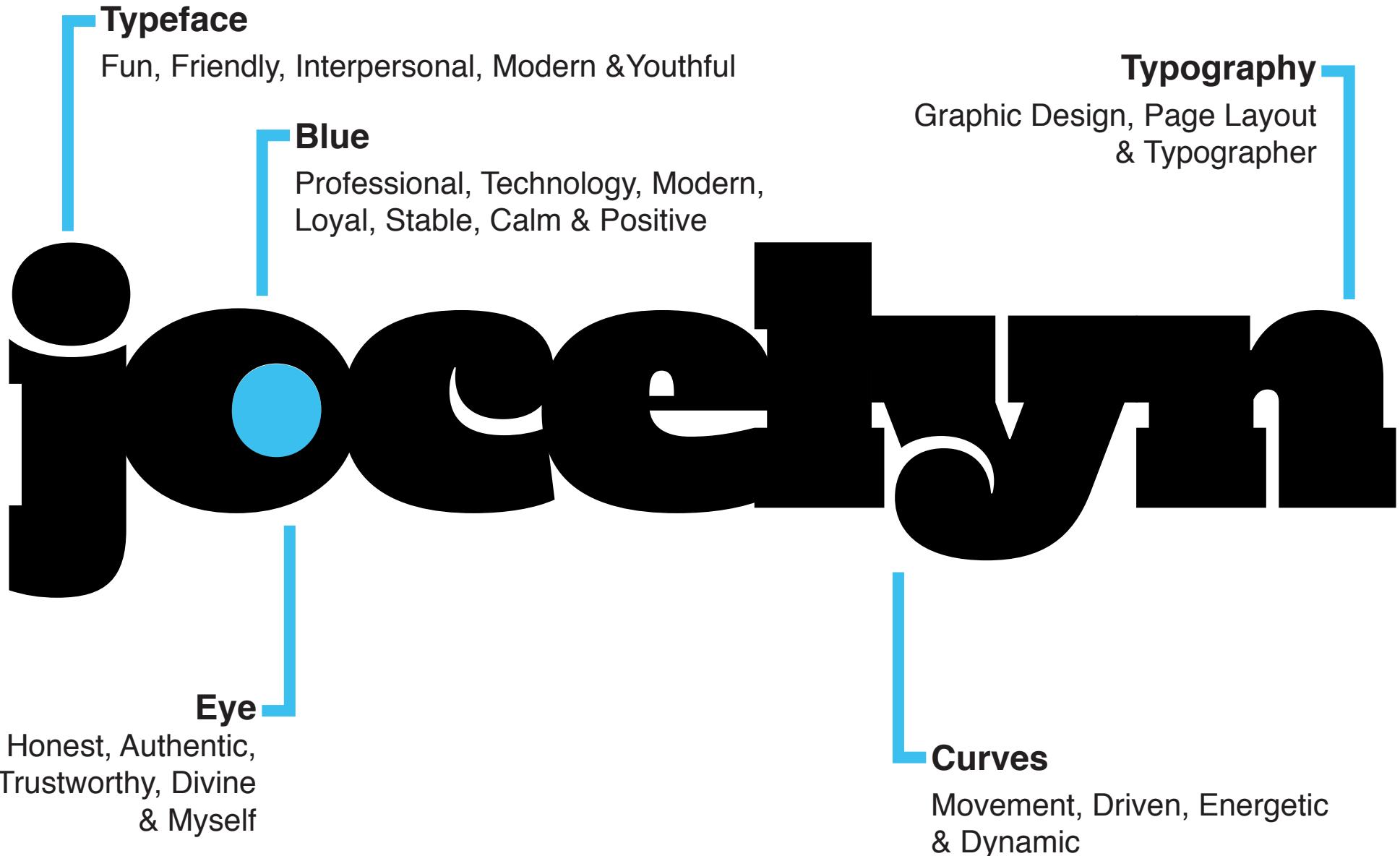


Logo



gogether

Logo Explanation



Typeface - Mighty Slab

Scalable

jocelyn

2"

jocelyn

4"

jocelyn

8"

jocelyn

10"

Logo Variations

jocelyn jocelyn

jocelyn jocelyn

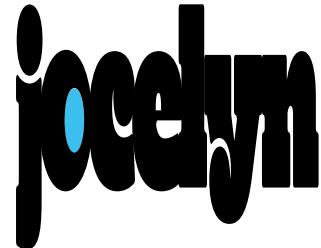
jocelyn

jocelyn

Logo Clear Space



Logo Misuse



DO NOT
Squish the logo in any way
Always proportionately
transform.



DO NOT
Distort the logo in any way



DO NOT
Apply any effect to the logo



DO NOT
Change the colors
(Only Primary color, Black and White)



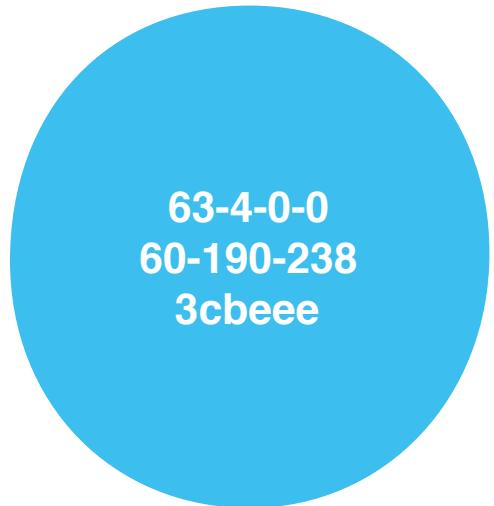
DO NOT
Add a drop shadow



DO NOT
Add a gradient

Colors

Primary Colors



63-4-0-0
60-190-238
3cbeee

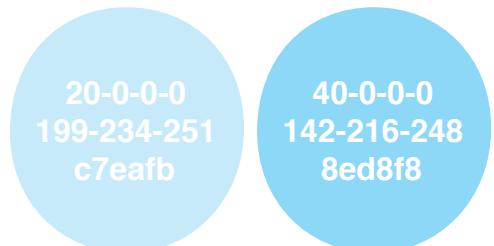
Secondary Colors



3-62-100-0
239-124-5
ef7c05

0-98-67-0
241-28-72
f11c48

Shades

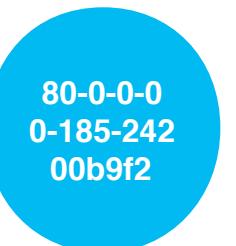


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199-234-251
c7eafb

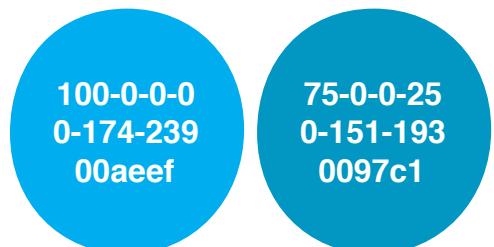
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8ed8f8



60-0-0-0
68-200-245
44c8f5

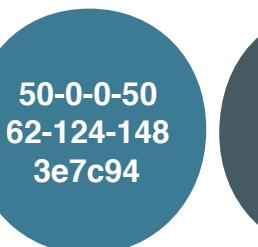


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100-0-0-0
0-174-239
00aeef

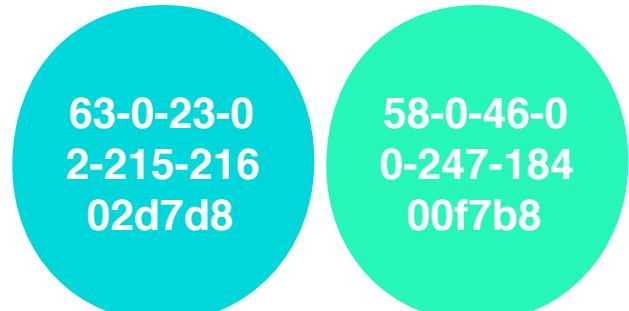
75-0-0-25
0-151-193
0097c1



50-0-0-50
62-124-148
3e7c94



25-0-0-75
70-90-101
465a65



63-0-23-0
2-215-216
02d7d8

58-0-46-0
0-247-184
00f7b8



86-73-0-0
4-60-247
043cf7

0-0-0-20
209-211-212
d1d3d4

Typography

Display

Aa

Might Slab

One

Text

Aa

Helvetica

Bold, Regular, *Oblique*, Light

Text

Dolor aut hic totatur asit et, is eum volenditate dolo dendit repta atistotatur mollique porem rest doleni ad quiscium as mostios andebis quae. Ut ma volore, omnis dis corem cum et aut ea seque mod este rest ut aliat essitat emparem. Atur aut eiur, sitin es aboreris mos pedic to omnietur?

Fuga. Uditae con nimil eatumente eum facerion comniatur molorererum que am, occuscitae vel everian delitis consendi utas in ped ulpa volupta volectet, venti denecte nos imi, omnis aborum sapissitas etur? Totam, sum endam quibus.

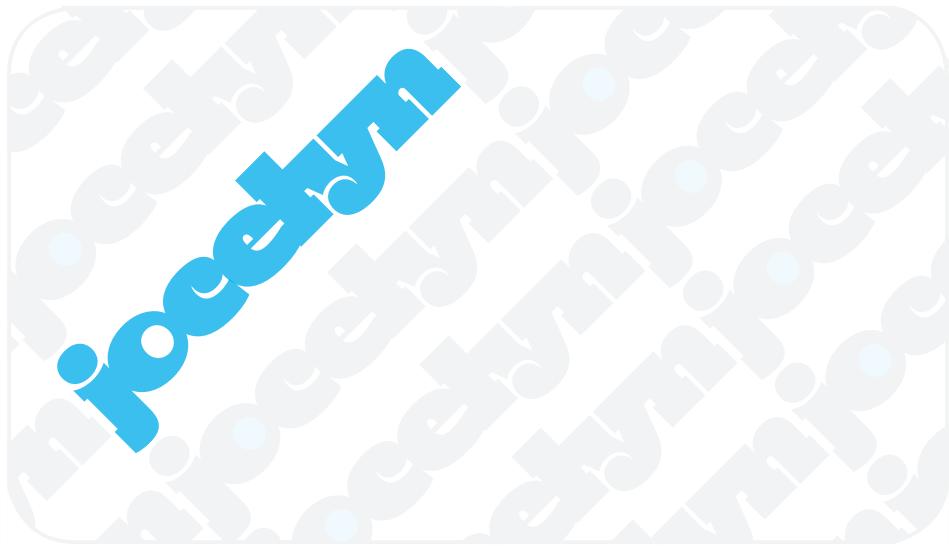
Sed quam idelestis eum autem. Ficipsam, nonsequatum alitium aute velitae natum est ute et quidelique modi dist, quas ut ommo tem none cus ium renimus, quas unt untotae. Ut por se cus as aut ut ex eum ut harum qui ute nistis- sin pres quissimus ullaborro eariat rem fuga. Obis sunt, simod erfero idel ium et lame lam voloresti acerit ant essu- sanda nisto teces explaceptat.

Arum invellescia quatur mo velessi am fugia sequis aut veleculs, unt atia volorem velias aut et ad quunt estior si de prerrorum qui apid quam que sectem quiatisitiis nusciat ut eiumenim con cus estemolo quoditatium esci omnis aut imporporem facest adit odis aut ducitatus magnis.

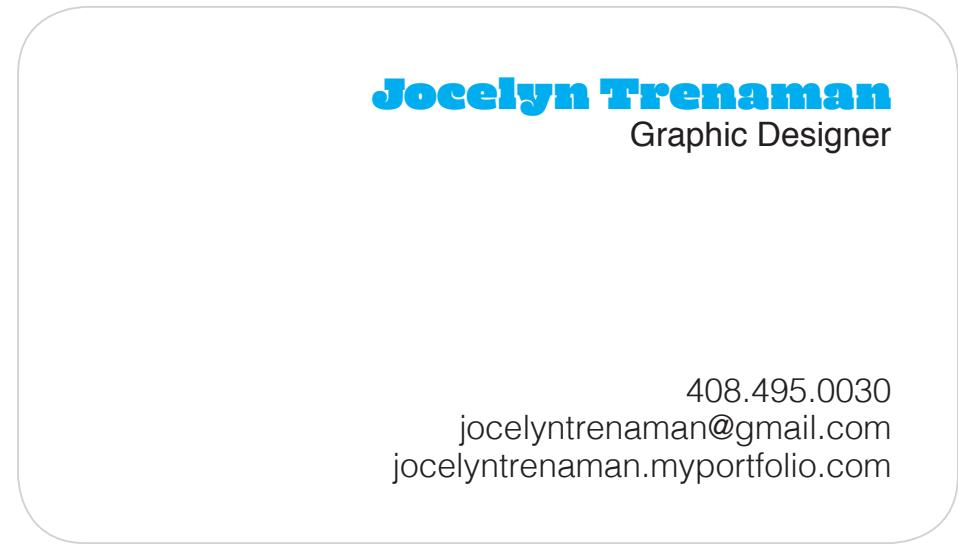
jocelyn trenaman
Graphic Designer

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jocelyntrenaman@gmail.com
jocelyntrenaman.myportfolio.com

Business Card



Front



Back

Letterhead



Mr. Smith
123 California Dr.
Santa Clara, CA

Rest reriarat ates nam sum eati reritincte maior susape modi autempos dolor ad estibus sequam quis everferera senis abor adit, quod quo officin incem de dolorum rem fugiti apic- isticis millo tectaqui optati reperferi totatem. Nem evelende illabor eritum digenis voluptiassi omnihil laboribusam nonserero eumquam aliscis serspera que es ut fugit rrovorit eum in consequi si ipsunt ium nimagniet acestio nsentorrum, quosa cus sequam in coneum vol- orero eaquistolas dolfupt asimet porrovid que suntem incillaut eventemo exerati ut atibere nisquod ignates ciamus aut int, qui nis autem nemolupat aut quatem verro id molut qui do- lorefem repero occulo ratiatquos seque corum exerspe rfereriam et arum laut quiatintibus quibus dolore cumenim agnias vitatem pernate accupti am, officis erit, sit harumenimus estibus molecta tiorrum quatum veligenis sapis rehende liquides as apiet ipsapid magnienimil illi, aut abor alitiat, officipsum quam cusandi gendissi tem aut autatib eacteo inust harum intur modignatur acea nihici consequi imposapit etur adi dunt hillabor simus.

Ad ma digenis quamus et reiunt.

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Pis am as et autem suntust ionsequos eumendi tiissunti recte nus pe porit ma dis deliqui quia dolorepero vere, a eatum abo. Or as preratur, saperun dignimos in nemporum si rem atque nusandi gnatemossum ab id que corehen imaginim estrum harunt ommo blabo. Ut dolo volupta tentotate res ditibeati tectum cus volorentio consecus.

Borporit porectum illorum faccum volorestem aut aceaqui a adi odi nonem.

Into ex et laccaepur? Mus nest, con culpa serunt quatur? Xero vellici delluptate omnihil lestium ipiet estioriam de estet ut inum ut litis et accatque et ut ommod magnam verunt laborehentur adi tem. Et desto velest, audit quia pa conse nihicit, sinus.

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Sam, sinctam doluptatio. Facimus doloreperum volenecte volorum dolores consequi aut mint molorrum ime condendam simolec tisseque nus dolupta expe nis cuptati isquaturion exerum sentior eperum nobitatur?

Eptae am quis nus sectio magnimintur? Qui aut eum inverllatias intent as quis des ati omnitisci deritatur archil ipit aperrum que lit omnis reptatur suntium et ute archiligent ad etustinctur, enitat occulles exeribus ducii serum archil estias ut fugit omnima quatur?

Sincerely,

Jocelyn Trenaman

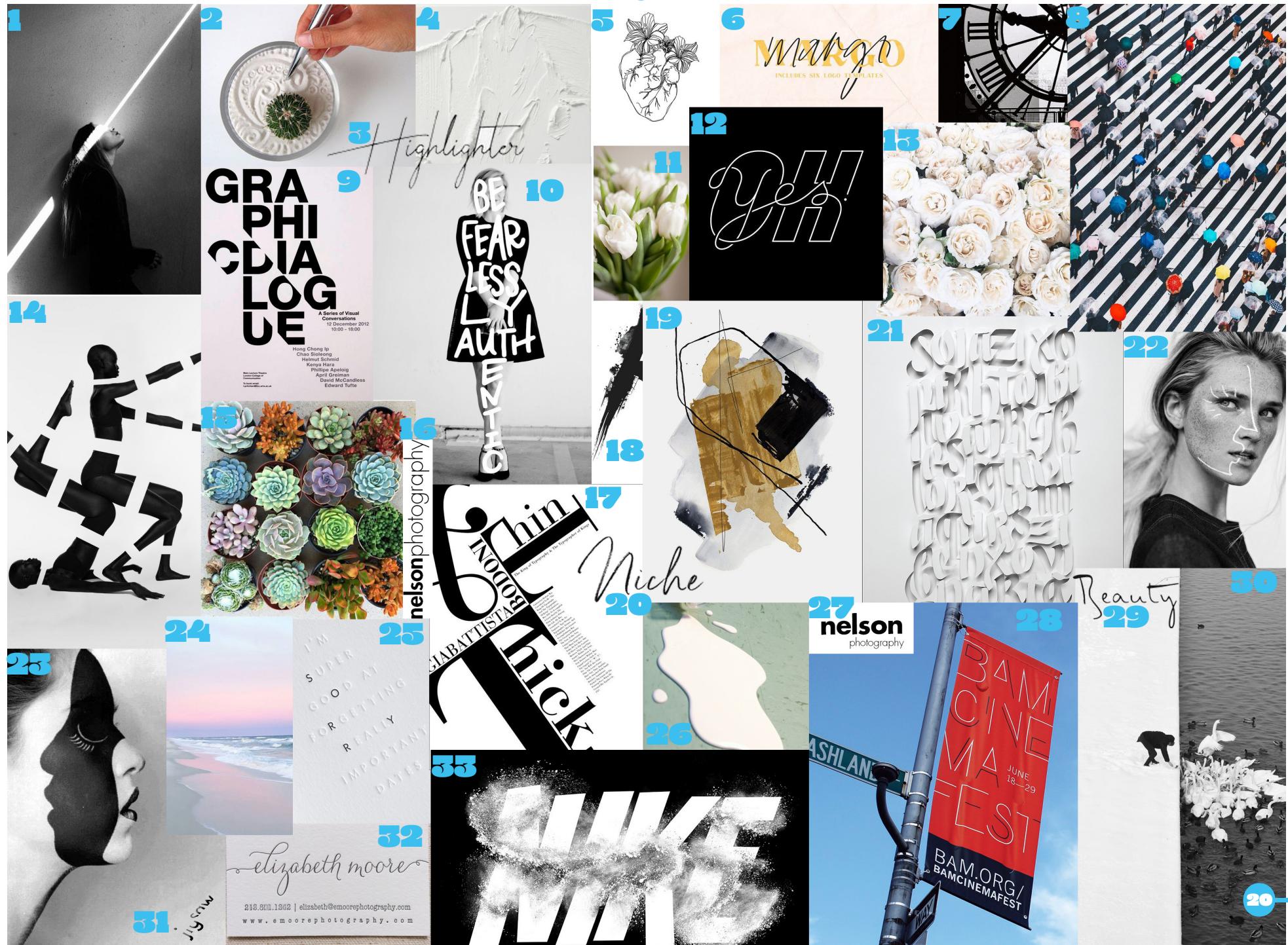
Jocelyn Trenaman

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Appendix



Mood Board Sources

1. https://www.pinterest.ca/pin/Ab6DKdXT8m4jJopCuXUDyQYGjiFxJ8h-_gIZ1DJ0UgNAtQOvGA-XJuU/
2. https://www.pinterest.ca/pin/AUWwDchpxcFujYwe2RpQP2ifnHDIIfGF3v-aMkKguWZ4ZcONiJ_1s6E/
3. <https://www.pinterest.ca/pin/20407004547117368/>
4. <https://www.pinterest.ca/pin/20407004547117385/>
5. <https://www.theodysseyonline.com/13-poems-from-milk-and-honey-every-young-woman-needs-to-read>
6. <https://www.pinterest.ca/pin/ASlaJsUhFbcJl8uas4GbySSxxWWNssjrpRTpLMPItkOaAgv59AP1phfmVDcllS8UWOWZ9WqB6QY5akL4bK9Z-COQ/>
7. <https://www.pinterest.ca/pin/20407004547117307/>
8. <https://www.pinterest.ca/pin/20407004547117249/>
9. <https://www.pinterest.ca/pin/20407004547117367/>
10. <https://www.pinterest.ca/pin/20407004547109777/>
11. <https://www.pinterest.ca/pin/20407004547111576/>
12. <https://www.pinterest.ca/pin/AfFhydwzpPSkMMSxAq4-7Vg8d3ZDrfOjBZiRY9Kg4kBr47IE37Z8v0w/>
13. <https://www.pinterest.ca/pin/20407004547117387/>
14. <https://www.pinterest.ca/pin/20407004547117289/>
15. <https://www.pinterest.ca/pin/633107660088984561/>
16. <https://www.macworld.com/article/2889452/design-a-sharp-typographic-logo-even-if-all-you-have-is-textedit.html>
17. <https://www.pinterest.ca/pin/20407004546465606/>
18. <https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwj1y5mC0LTgAhVOnKwKHcJWBVYQjRx6BAg-BEAU&url=https%3A%2F%2Fwww.pinterest.com%2Faarenas2014%2Fproject-1%2F&psig=AOvVaw0Qob4fHK9DGA1TtrNTNC-jN&ust=1550006957090720>
19. <https://www.pinterest.ca/pin/20407004547117380/>
20. <https://www.pinterest.ca/pin/20407004547117368/>
21. <https://www.commarts.com/project/25781/strokes-shapes-light>
22. <https://www.pinterest.ca/pin/20407004547117302/>
23. <https://www.pinterest.ca/pin/20407004547117295/>
24. <https://www.pinterest.ca/pin/403635185347839161/?lp=true>
25. <https://www.pinterest.ca/pin/20407004547117375/>
26. <https://www.commarts.com/project/18272/spills>
27. <https://www.macworld.com/article/2889452/design-a-sharp-typographic-logo-even-if-all-you-have-is-textedit.html>
28. <https://www.commarts.com/project/20281/bam-cinema-fest-2014>
29. <https://www.pinterest.ca/pin/20407004547117368/>
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33. <https://www.commarts.com/project/380/there-is>